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A STUDY ON CONSUMER SATISFACTION TOWARDS ONLINE SHOPPING WITH SPECIAL REFERENCE TO KALYANA KARNATAKA

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ABSTRACT

This study examines consumer satisfaction in the context of online shopping, with a focus on Flipkart, one of India's leading e-commerce platforms. The research explores various factors that influence consumer satisfaction, including time-saving features, product variety, discounts, pricing, delivery speed, and the impact of social media on purchasing decisions. A sample of 150 respondents was surveyed using a structured questionnaire, with data analysed through statistical tools such as pie charts and tables. The results indicate that younger consumers, particularly those under 30, and female shoppers constitute the majority of online shoppers. Social media was identified as the most significant medium influencing purchasing behaviour, surpassing traditional channels such as television and newspapers. Key findings highlight the importance of fast delivery, competitive pricing, and a wide variety of product options in driving consumer satisfaction. The study also reveals that concerns about online payment security and return policies remain barriers to achieving full customer satisfaction. Based on the findings, the study suggests that e-commerce platforms can improve customer trust and loyalty by enhancing payment security, streamlining return policies, and leveraging social media for personalized marketing. The study concludes by emphasizing the role of consumer satisfaction in maintaining a competitive advantage in the growing online retail sector.

KEYWORDS: *Consumer satisfaction, online shopping, e-commerce, Flipkart, purchasing behaviour, product variety, discounts, social media influence, delivery speed, payment security, return policies, customer loyalty, demographic trends.*

I). INTRODUCTION

Customer satisfaction is a Parameter that helps to determine customers' contentment with a company's products or services. A satisfied customer always rewards you with loyalty and is more likely to come back to buy your product or service and also helps you to globally expand your reach. Customer satisfaction has a major role in gaining competitive advantage and also it is a leading indicator that is used to measure customer loyalty and their purchase intentions. It is all about keeping your current customers and retaining new ones. Satisfied customers always spread positive opinions that certify the product's quality and value. Surely, it will strongly influence potential buyers' shopping decisions. Many terms in business are nebulous and vague, customer satisfaction is one of those terms. In short, we can say that it is a measurement used to quantify the degree to which a customer is satisfied with the product or service. It directly influences the health of a business. Satisfied customers always encourage their family, friends, acquaintances to buy the product or services.

Online shopping is a trending technology that allows customers to buy goods and services from a seller over the internet by simply using a mobile phone or any other electronic gadget. Flipkart is one of India's dominant e-commerce platforms which was founded by Mr. Sachin Bansal and Binny Bansal alumni of IIT and former amazon employees in the year 2007. Its headquarters reside in Bangalore and now it is

registered as a private limited company in Singapore. Presently Kalyani Krishnamurthy is the CEO of the company. Flipkart is one of the popular and leading e-commerce companies that assure growth constantly in commerciality and also its success story that will inspire the young blood of- entrepreneurs

II). REVIEW OF LITERATURE

Durgesh Agnihotri (2015) The study focused to find out the parameters to measure the number of customers who prefer online shopping and also throws light on the problems faced by various customers. It found out the fact that E-floors is preferred because of better delivery services, easy accessibility, after sale services, trustworthiness, etc. the study also put forward the suggestions that the online portals should offer easy payment facilities, easy returns, and also to construct a better distribution network which helps us to make the online portals more reliable to customers.

Anamika S.jain (2018) In her article she conveys that customers get a wide variety of products on their doorstep which is not available in traditional shopping. They have the options to choose the best options among various alternatives. They can place orders from anywhere at any time without indulging in a crowd. people always prefer online shopping over offline shopping because of its time-saving nature and also its feature of providing clear cut ideas about the size, brand, color, quantity, and quality of the product which influences their buying decisions

Rupila Rajesh (2018) opined that customers are always attracted to the fastest delivery of products, availability of 24*7 services, discounts, and offers, various products, cash on delivery, easy returning policies, etc. if the buyers are attracted to a particular site they will refer those sites to their friends, relatives, peer groups which increases their repeated sales. Their site also will get global exposure.

Rahed Al Karim (2013) The study intends to find out the motivating factors of online shopping and customers' inhibitions about it. Time-saving feature Availability of 24*7 services, easy ordering and returning facilities, a wide variety of stocks, Equitable prices are the major motivating factors. fear of fraud, hacking, concerns related to online payment and personal privacy, returning policies are the inhibitions of people related to online shopping. These inhibitions will adversely affect online retailers by the way of loss of customer trust and confidence.

Alam S., Yasin, N. (2010) The main objective of this study is to find out the four key dimensions like product variety, delivery performances, reliability, website design which influence customer satisfaction towards online shopping. it also proves that there is no notable relationship between time saved and satisfaction.

Shanbhog et.al (2016) This study examines the attitude of customers towards direct and indirect selling of online firms based on their reputation. Most of the customers prefer indirect selling from online firms because of its attractive discounts and offers, a wide variety of products, and its feature of showing detailed information about the price and quality of the product which helps them to decide on their purchase..

III). RESEARCH METHODOLGY

The sampling technique was used for study is random sampling. The sample size was 150 consumers. The structured Questionnaire was prepared and distributed to respondents. After collecting the data , data was analyzed through graph like pie chart, table have been depicted to analyzed and interpret the data.

IV). OBJECTIVES OF THE STUDY

1. To Identify the factors affecting the customer buying behavior.
2. To study the customer satisfaction of Flipkart users.

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V). DATA ANALYSIS AND INTERPRETATION

A. Demographic data analysis

Table -1: Demographic analysis

Sl. No	Factors	Respondents	Percentage
1	**Gender**		
	Male	60	40
	Female	90	60
	Total	**150**	**100**
2.	**Age**		
	Under 30	70	46.67
	31-40	50	33.33
	41-50	25	16.67
	Above 50	5	3.
	Total	**150**	**100**
3.	**Occupation of the Respondent**		
	Agriculturist	15	10.00
	Govt. Employee	15	10.00
	Private Employee	55	36.67
	Businessman/Professional	**20**	**13.33**
	Students	45	30.00
	Total	**150**	**100.00**
4	**Monthly Income**		
	Below Rs.10,000	20	13.33
	Rs. 10,001-Rs. 20,000	30	20.00
	20,001-Rs.30,000	50	33.33
	Rs.30,001-Rs.40,000	20	13.34
	Above Rs 40,000	30	20.00
	Total	**150**	**100.00**

(Source: Compiled form primary data)

Interpretation:

- **Gender:** from the above majority of the respondents are female respondents which is 90 out of 150 respondents, and male respondents of 60 out of 150 respondents. It depicts that female participation in online shopping was more than male respondents.
- **Age:** from the above table shows that age group of the respondents in that most of the users are below 30year older it includes 70 respondents out of 150 respondents, second highest users are 31-40 years in these 50 respondents, third highest users are 41-50 years older those are 15 respondents and remaining portion acquired by above 50 years. Finally, its shows that most of the online shoppers are below 30 years.
- **Occupation:** from the above majority of the respondents are private employees which is 55 out of 150 respondents, second majority of the respondents are students which is 45, and equal portion acquired by agriculture and govt. employees it includes 15 respondents each.
- **Income:** the above table shows that earning capacity of the respondent's majority of the respondents earn 20001-30000 in a month which is 50 respondents out of 150, 30 respondents their income lies between 10001-20000 and above 40000 respectively, and below 10000 and 30001-40000 incomes earned by 20 respondents each.

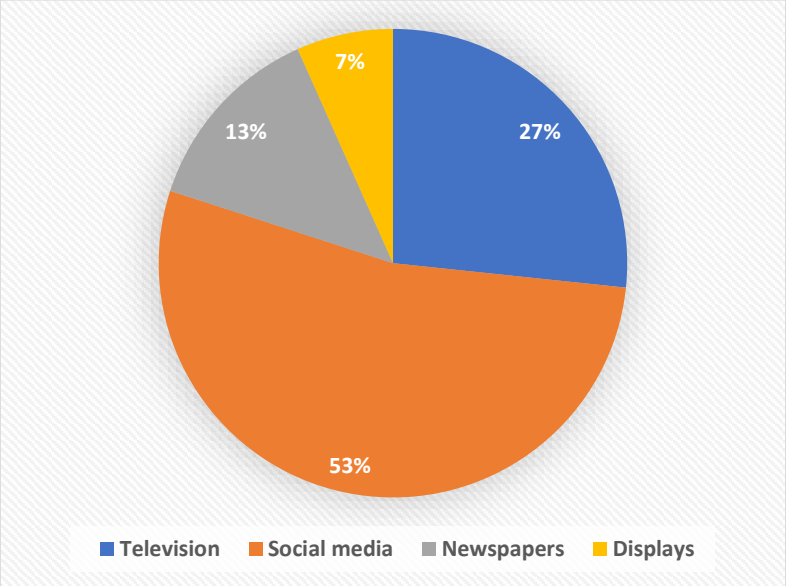
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B. The medium of Advertisement which has an impact on their buying decision:

Table-2: The response towards the medium of Advertisement which has an impact on their buying decision

Particulars	Number of Respondents	Percentage
Television	40	26.67
Social media	80	53.33
Newspapers	20	13.33
Displays	10	6.67
Total	150	100

(Source: Compiled from Primary data)



Interpretation:

The data reveals a clear preference for social media as the primary source of information among the respondents. Out of 150 total participants, 80 individuals (53.33 percentage) indicated that they rely on social media for news and updates, making it the most favoured platform. This dominance highlights the growing influence of digital and interactive platforms in shaping public opinion and accessing information in real time.

Television comes in as the second most popular source, with 40 respondents (26.67 percentage) preferring this medium. Despite the rise of digital platforms, television remains a significant source, possibly due to its visual appeal and widespread availability. Traditional newspapers, on the other hand, are becoming less preferred, with only 20 respondents (13.33 percentage) relying on them for information. This shift could indicate a decline in print media consumption, as more individuals turn to quicker and more convenient digital sources.

Finally, displays, such as billboards or public information screens, are the least used source, attracting only 10 respondents (6.67 percentage). This may suggest that passive forms of media, which lack interactive engagement, are less effective in delivering information in today's fast-paced digital world. Overall, the data points to a significant shift toward digital consumption, with traditional media gradually losing ground.

C. **factors influencing on buying behavior**:

Table-3: factors influencing on buying behavior:

Sl.no	Factors	SA	A	N	DA	SDA
1	Time-saving Feature	80	45	15	10	0
2	Wide variety of choices	30	90	15	10	5
3	Attractive Discounts and offers	60	50	10	25	5
4	Lower prices	70	50	20	5	5
5	Good quality	40	60	30	20	0
6	Fastest Delivery	55	45	40	0	10
7	Good package	30	75	20	20	5

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Interpretation

The data presents key factors influencing consumer buying behaviour, categorized by levels of agreement. The most significant factor is the **time-saving feature**, with 80 respondents (53.33Percentage) strongly agreeing and 45 (30 Percentage) agreeing, highlighting the increasing consumer preference for convenience. Similarly, **lower prices** rank high in importance, with 70 respondents (46.67 Percentage) strongly agreeing and 50 (33.33 Percentage) agreeing, underscoring the importance of affordability in purchasing decisions. **Attractive discounts and offers** also play a major role, with 60 respondents (40 Percentage) strongly agreeing and 50 (33.33 Percentage) agreeing, reflecting the impact of promotional strategies.

A **wide variety of choices** was the second most agreed-upon factor, with 90 respondents (60 Percentage) agreeing, suggesting that consumers value diverse product options. While **good quality** saw a moderate response, with 40 respondents (26.67 Percentage) strongly agreeing and 60 (40 Percentage) agreeing, the neutral and disagreement levels indicate that quality may not be the top priority for all consumers.

Fastest delivery is another significant factor, with 55 respondents (36.67 Percentage) strongly agreeing, though 40 respondents (26.67 Percentage) remained neutral. Lastly, **good packaging** saw moderate support, with 30 respondents (20 Percentage) strongly agreeing and 75 (50 Percentage) agreeing, indicating that while important, packaging is not a primary determinant in buying decisions.

VI). MAJOR FINDINGS AND SUGGESTION

Major Findings

1. **Customer Satisfaction and Loyalty:** The study emphasizes that satisfied customers are more likely to exhibit loyalty and encourage others to use the product or service. Positive experiences lead to repeat business and word-of-mouth promotion.
2. **Preference for Online Shopping:** Factors such as convenience, time-saving, 24/7 availability, and a wide variety of products make online shopping preferable for most customers. A significant portion of respondents are influenced by lower prices, discounts, and fast delivery services.
3. **Demographic Influence:** The study found that female respondents dominate online shopping at 60%, and younger age groups, particularly those under 30, represent the majority of online shoppers.
4. **Social Media's Impact:** Among different media channels, social media is the most effective for influencing purchasing decisions, with 53.33% of respondents relying on it, further highlighting the shift from traditional advertising mediums like television and newspapers.

Suggestions

1. **Improve Customer Trust in Online Payments:** Online retailers should enhance the security of online payment systems to reduce customers' concerns about fraud and privacy.
2. **Enhance Product Variety and Transparency:** Retailers should focus on increasing product options and providing detailed information about size, colour, and quality to assist in customer decision-making.
3. **Streamline Return Policies:** Offering a more seamless and reliable return process will help in addressing customers' concerns about product exchanges, which remains a barrier for some shoppers.
4. **Strengthen Delivery Networks:** Retailers should continue to optimize their delivery services, as fast and reliable delivery remains a key factor in customer satisfaction.
5. **Focus on Personalized Marketing through social media:** Given the dominance of social media, companies should invest in personalized and interactive campaigns to better engage consumers and influence purchasing decisions.

VII). CONCLUSION

In conclusion, the study on consumer satisfaction towards online shopping reveals that customer loyalty and satisfaction are pivotal for the growth and success of e-commerce platforms. Key factors such as convenience, time-saving features, attractive discounts, and the availability of a wide variety of products strongly influence purchasing decisions. The dominance of social media as a preferred source of information underscores the importance of digital marketing in shaping consumer behaviour. Additionally, younger consumers, particularly those under 30, are the most active in online shopping, with female shoppers leading in participation. To further enhance customer satisfaction, retailers need to focus on improving the security of online transactions, streamlining return policies, expanding product variety, and optimizing delivery services. As online shopping continues to evolve, addressing these areas will be critical in maintaining consumer trust and encouraging repeat business.

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